

App. No. 10/716,691
Amdt. Dated November 8, 2005
Reply to Office Action of September 8, 2005
Atty. Dkt. No. 8591-112

IN THE CLAIMS:

This listing of claims will replace all prior versions, and listings of claims in the application;

1. (Currently Amended) A method of communication for a confined area of a facility having monitoring equipment for each zone covering substantially the entire confined area, comprising:
 - receiving personal identification information of a plurality of guests guest into at least one of a set of stations distributed throughout the confined area;
 - receiving demographic information regarding the registered guests guest;
 - continually monitoring movement of the guests guest over time within the confined area as they pass along a path of travel through the zones;
 - storing guest movement information; and
 - creating reports on the demographics and continuous movements of the guests as they move about the confined area;
 - determining common traffic patterns of guests based on the continuous movements of the guests; and
 - analyzing the traffic patterns of the guests to determine timing and location of amenities within the confined area.
2. (Currently Amended) A method according to claim 1, further including storing information relating to the cashless spending history of the guests guest at various stations throughout the confined area.

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3. (Currently Amended) A method according to claim 2, further including determining spending habits of the guests guest in response to the stored cashless spending history.
4. (Currently Amended) A system method according to claim 1, further including sorting information relating to habits of the guests guest while using the facility as to the demographic information of the guests guest.
5. (Currently Amended) A method according to claim 4, further including storing attraction reservations entered by the guests guest.
6. (Currently Amended) A method according to claim 5, further including creating reports on the cashless spending habits of the guests guest and on the attraction reservations made by the guests guest.
7. (Currently Amended) A system of communication for a confined area of a facility having monitoring equipment for each zone covering substantially the entire confined area, comprising:
 - means for receiving personal identification information of a plurality of guests guest into at least one of a set of stations distributed throughout the confined area;
 - means for receiving demographic information regarding the registered guests guest;
 - means for continually monitoring movement of the guests guest over time within the confined area as they pass along a path of travel through the zones;
 - means for storing guest movement information; and

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means for creating reports on the demographics and continuous movements of the guest, guests as they move about the confined area;

means for determining common traffic patterns of the guests as they move about the confined area; and

means for analyzing the traffic patterns of the guests to determine timing and location of amenities within the confined area.

8. (Currently Amended) A system according to claim 7, further including means for storing information relating to the cashless spending history of the guests guest at various stations throughout the confined area.
9. (Currently Amended) A system according to claim 8, further including means for determining spending habits of the guests guest in response to the stored cashless spending history.
10. (Currently Amended) A system according to claim 7, further including means for sorting information relating to habits of the guests guest while using the facility as to the demographic information of the guests guest.
11. (Currently Amended) A system according to claim 10, further including means for storing attraction reservations entered by the guests guest.
12. (Currently Amended) A system according to claim 11, further including means for creating reports on the cashless spending habits of the guests guest and on the attraction reservations made by the guests guest.
13. (Currently Amended) A software system of communication for a confined area of a facility having monitoring equipment for each zone covering substantially the entire confined area, comprising:

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module for receiving personal identification information of a plurality of guests guest into at least one of a set of stations distributed throughout the confined area;

module for receiving demographic information regarding the registered guests guest;

module for continually monitoring movement of the guests guest over time within the confined area as they pass along a path of travel through the zones;

module for storing guest movement information; and

module for creating reports on the demographics and continuous movements of the guest, guests as they move about the confined area; and

module for determining common traffic patterns of guests based on the continuous movements of the guests; and

module for analyzing the traffic patterns of the guests to determine timing and location of amenities within the confined area.

14. (Currently Amended) A software system according to claim 13, further including module for storing information relating to the cashless spending history of the guests guest at various stations throughout the confined area.
15. (Currently Amended) A software system according to claim 14, further including module for determining spending habits of the guests guest in response to the stored cashless spending history.

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16. (Currently Amended) A software system according to claim 13, further including module for sorting information relating to habits of the guests guest while using the facility as to the demographic information of the guests guest.
17. (Currently Amended) A software system according to claim 16, further including module for storing attraction reservations entered by the guests guest.
18. (Currently Amended) A software system according to claim 17, further including module for creating reports on the cashless spending habits of the guests guest and on the attraction reservations made by the guests guest.